

An aerial photograph of a coastal region. A river flows from the top left towards the right, then turns south. The landscape is a mix of green fields, brown patches of land, and dense urban areas with buildings and roads. A large body of water is visible in the bottom right corner.

# Rainstorming

A technical assistance  
program for local  
governments and  
developers

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Oregon Coastal Management Program

## State Project Partners



Department of Environmental Quality

SeaGrant

Coastal Management Program



Rainstorming is modeled after Oregon's Transportation and Growth Management Program, which links growth management objectives with federal transportation objectives and funding.





## ***Need for the Program***

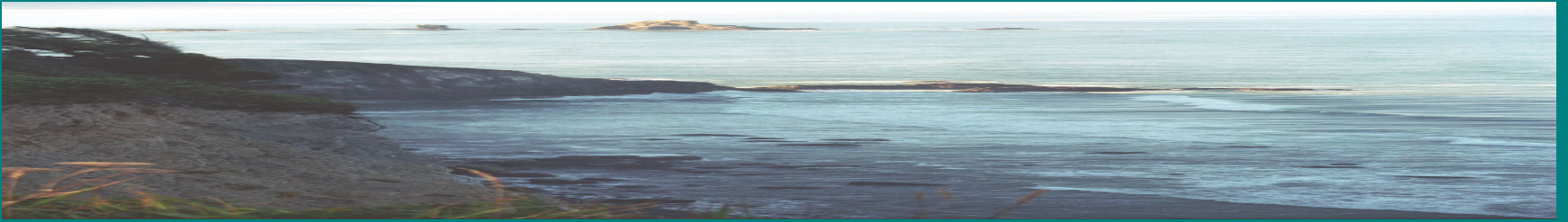
***Fear of the unknown*** - Small coastal cities have little experience with stormwater reduction, treatment and detention

***Slammed*** - Insufficient capacity at the local government level to amend code, even if there is motivation to do so

## Two components of Rainstorming:



- Code assistance for local governments
- Designs assistance for developers



Rainstorming provides consultants that are under contract with the project manager.

This structure provides assistance in a more time efficient manner than grants given directly to the entity in need of assistance.

## Process:

- Consultant selection
- Promotion of program
- Selection of project
- Development of workplan .
- Authorization of work order for consultant
- Consultant works directly with the client to address the specific needs and complete work tasks.





## Assistance to Developers

Provides engineers and landscape architects to work directly with developers and design team

- Consultants become familiar with the objectives and constraints of the project and make recommendations for structural and nonstructural stormwater BMPs.
- These strategies are integrated into the draft plans and presented to the client as conceptual drawings and design specifications.





## **Funding –**

- \$65,000 of OCRM/Oregon Coastal Program 310 funds, over three years

## **Targeted Promotion –**

- Planners for coastal jurisdictions
- Direct contact with builders and architects

# Measuring Success

- Twenty+ inquiries
- Eight applications
- Four projects
- Two projects built
- Two projects on hold for financial and zoning related reasons
- \$30,000 remaining (Two additional projects)





## Assistance to Local Governments

Provides land use planning and watershed management consultants to local governments

- Consultants facilitate public outreach, conduct code assessments and/or draft code amendments
- Focus on reducing impacts from urban runoff on the watershed



## **Funding-**

- \$98,000 of EPA/DEQ 319 funds, over three years, targeted for local TMDL implementation

## **Promotion-**

- Formed advisory teams with field reps. from state land use agency, DEQ, and Oregon Sea Grant.
- Teams identified priority areas based on TMDL development and other issues of significance.
- Jurisdictions were contacted by members of the advisory teams and referred to consultants.



## Measuring Success

15+ communities contacted  
Assistance given to 7 cities and 1 county

### Deliverables:

- RFP's for stormwater master plan development
- Code assessments
- Public outreach and planning commission training
- Draft code amendments prepared



# Obstacles to the Program



## Insufficient incentive

Very few people in these the target communities have the luxury of spending time and money now on requirements that are still on the horizon.

- ***Developers:*** Not enough incentive to balance their time investment
- **Local Planners:** Political climate not good for new ordinances / Already overwhelmed with work



## Future Direction

Despite obstacles the problem still exists. Stormwater management will come to these communities; the question is when and how.

- Update Model Codes using information compiled by the Rainstorming consultants
- Assist local governments - use available CZARA 310 and CWA 319 funds for direct grants
- Step in with proactive, technical assistance programs like Rainstorming when the time is right